



DED-OEI Design Event Report Out

Team E-Merging
April 12-14, 2011

The Opportunity

Teresa Hay McMahon

The Team E-Merging

Brenda



LEAN

State of Iowa
Continuous Improvement

Team Members

Brenda

Facilitator

Team Leader

Members

Mike Rohlf, DED

Marcia Tope, DHS

Rodney Carr, OEI

Steve Whitson, OEI

Julie Weisshaar, OEI

Brenda Easter, OEI

Roya Stanley, OEI

Monica Stone, OEI

Angela Chen, OEI

Jessica Turba, OEI

Paritosh, Kasotia, OEI

Sherry Timmins, DED

Thom Hart, DED

Derek Lord, DED

Jeff Geerts, DED

LEAN

State of Iowa
Continuous Improvement

Scope

Jeff

- **This event will identify how energy programs and responsibilities complement and create synergies within the economic development department.**

Objectives

Derek

1. Learn about IDED programs to determine where OEI can complement.
2. Get a better understanding of what the future will look like.
3. How programs will fit into the economic development department's core mission to create and retain jobs.



Objectives

Paritosh

4. Identify where programs and various pieces fit into business development, community development and administration.
5. Get to know each other better.
6. Do another NIA event/keep your mind sharp!
7. Learn the benefits of joining agencies.



Lean Methodology

Marcia

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)



Trends

Brenda

- Sustainable Community
 - Balance of competition for resources
 - Increased urbanization, decreased rural population
 - Sustainable community development across the state for business advantage
- Regional Marketing
 - Regional collaboration
 - Educating communities on energy efficiency/benefits of economic impact
- Infrastructure
 - Improve traffic routes
 - Consolidation of government programs/agencies/entities



SWOT Analysis

Thom

- Strengths
 - Diversified Revenue Sources
 - Knowledge/talented staff
 - Improving communities
 - Strong subject experts
- Weaknesses
 - Budgets
 - Reduced funding
 - Transition uncertainty slows down work
- Opportunities
 - Increased collaboration
 - Create a more responsive tool
 - Promote regionalism
 - Create 200,000 jobs
- Threats
 - Desire for cash vs tax benefit
 - Lack of trained workforce
 - Competition from other states
 - Lack of funding



Brainstorming

Jessica

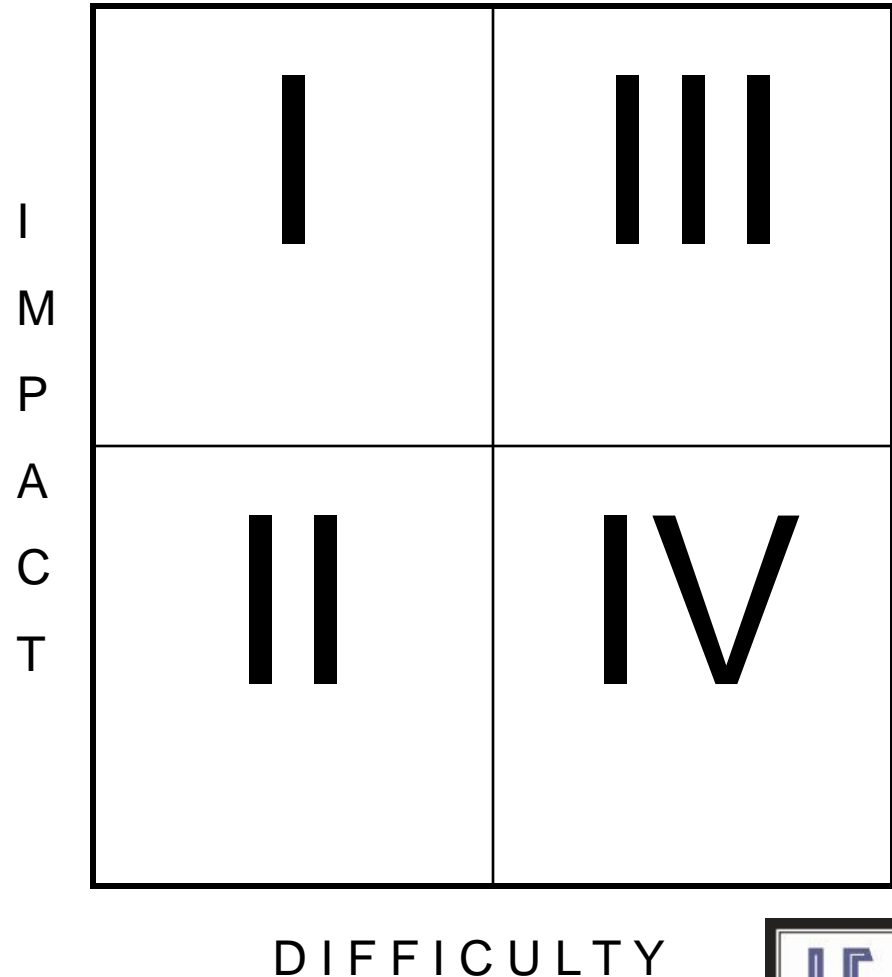
- Merge adding Energy Division
- Add Energy Team to either Business Development, Community, or Admin.
- Review current DED strategic plan and update/revise
- Use existing strategic plan
- Grant seeking/writing team
- Develop Iowa Renewable Energy Brand
- Ongoing education of programs and systems



De-selection Process

Steve

- Identifies
 - Impact to customer
 - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation

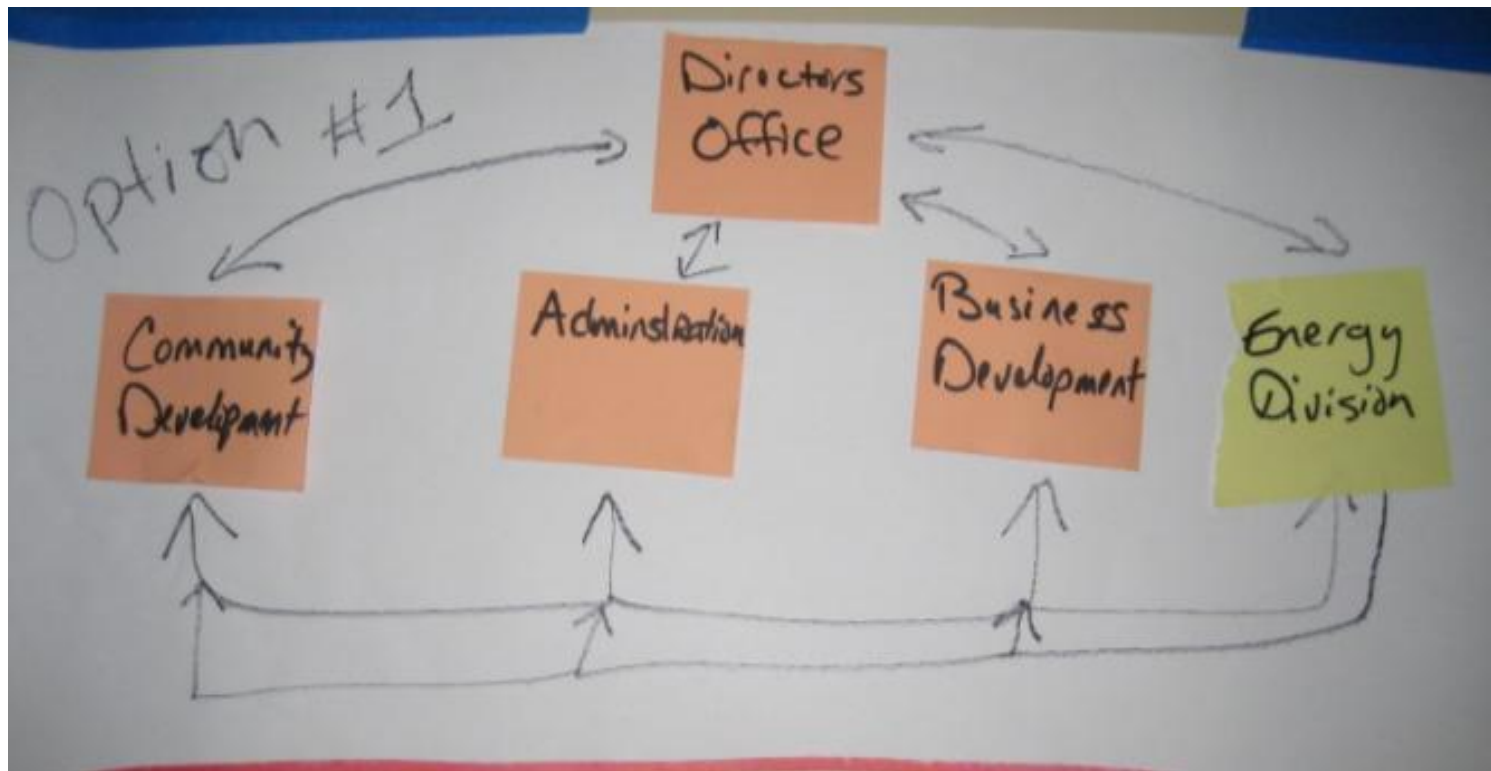


New Process

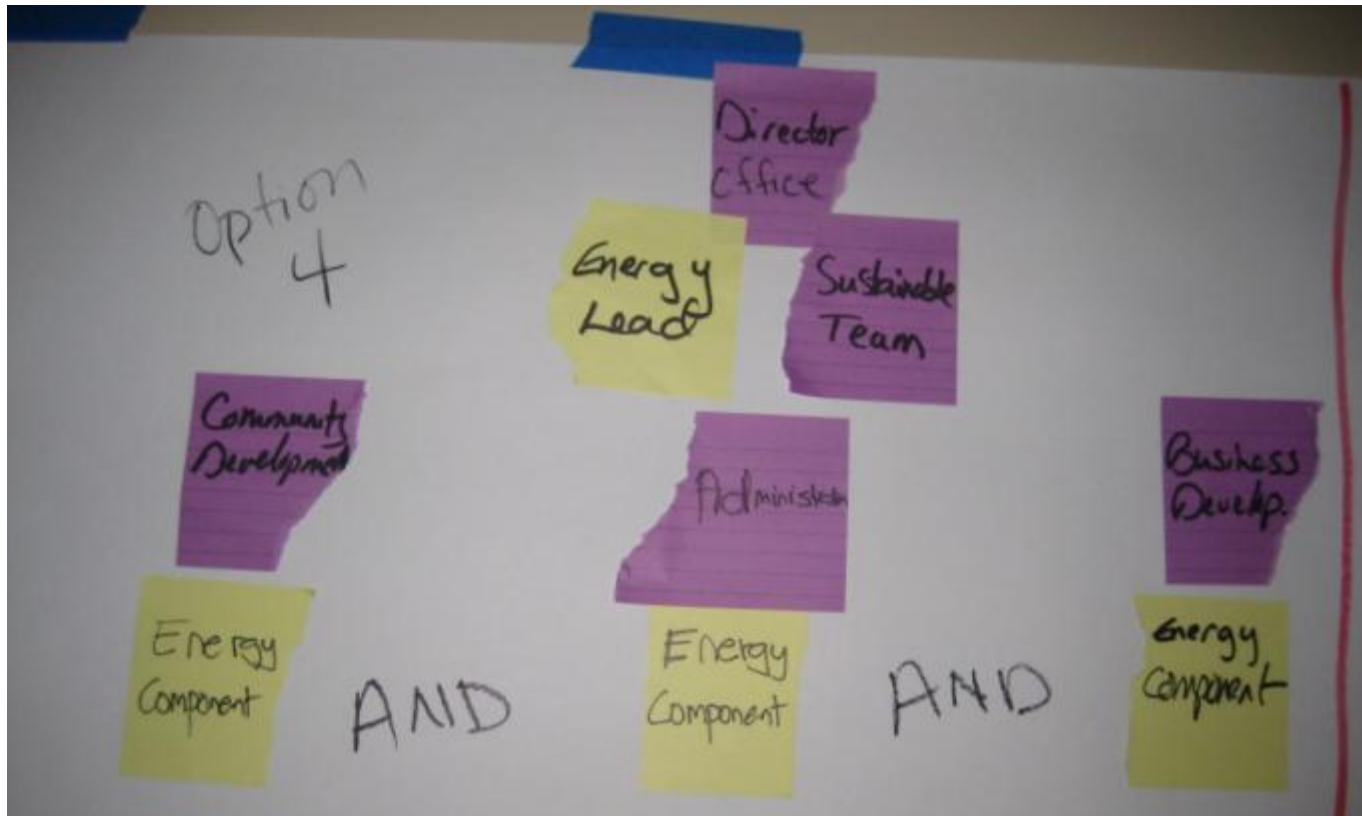
Monica

- Top Three Options:
 - Energy as a Division in DED
 - Energy and Sustainable Team under Director Office and energy component under each DED Division
 - Energy Team under one of the DED Divisions

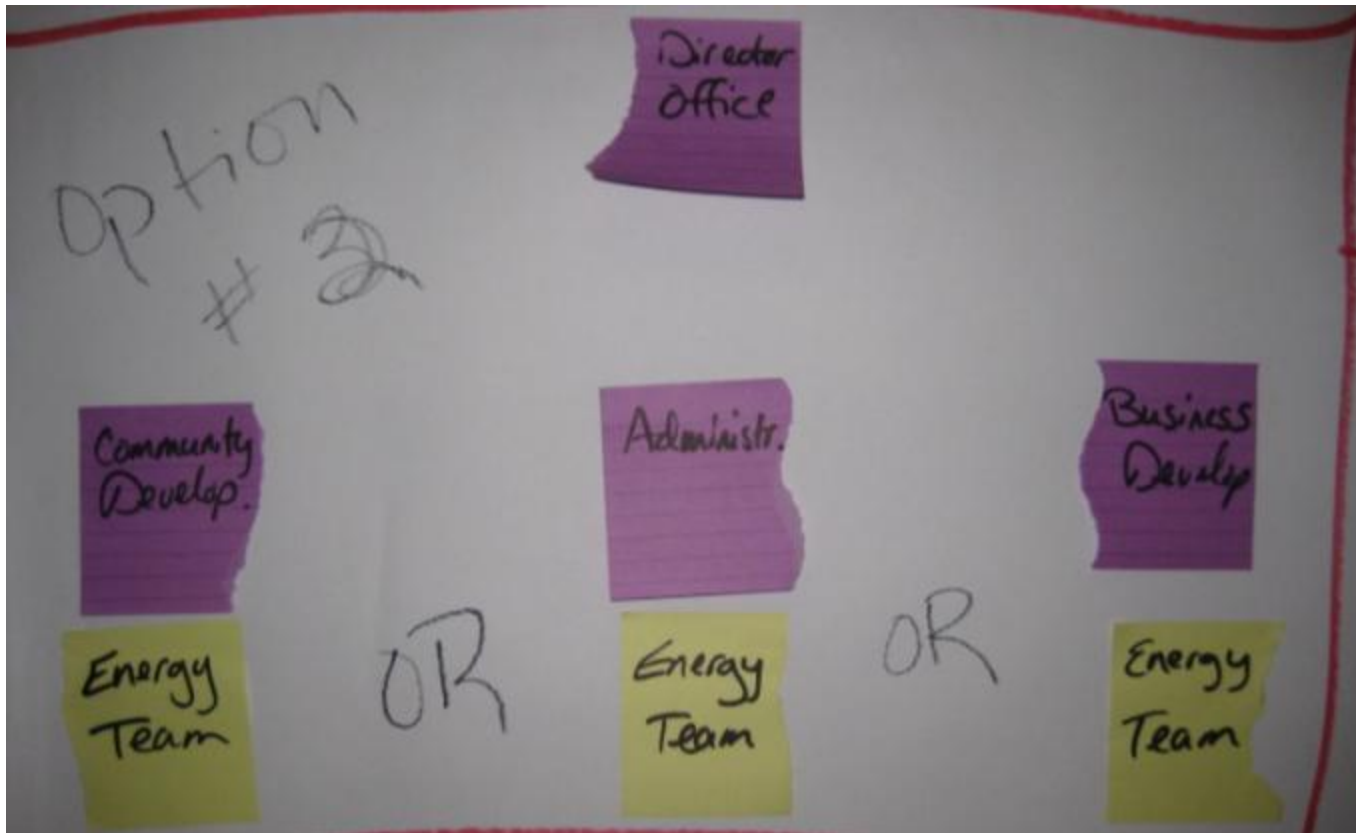




Energy as a Division of DED



**Energy & Sustainable Team under
Director's Office and Energy component
under each Division**



Energy Team under one of the DED Divisions

Action Plan

Julie

Item	Item Description	Person Responsible	Due Date
1	SWOT on each of the options	Mike	April 29
2	Communicate the Design Event outcomes	Julie	April 15
3	Present options to decision makers: Explain what programs do and targeted audiences Clarify strengths and weaknesses Answer questions to clarify options	Roya	May 9
4	Roll out plan once final decision made	TBD	TBD
5	Another report out to those not in attendance on 4/14	Derek	April 21?



Team Member Experience

- Jessica
- Derek

Comments

- Mike Rohlf

**We welcome your
questions and comments!**

